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THE INFLUENCE OF LANGUAGE ON THE DEVELOPMENT AND PROTECTION OF CULTURE

The relevance and aim of this research is to point out the relationship between Language and culture, as well as their importance to the society.

Language plays a key role in initiating and keep in existence what we call culture. Language help us to create and share with other identities, categories, attitudes, values and beliefs. The research of how a particular culture uses language can discuss important aspects of sociality and behavior, this includes how people organize activities, socialize new members, build or resist authority, use literacy tools, worship, argue, and imagine things.

Anthropologists speak of the relations between language and culture. It is indeed more in agreement with the real sense to consider language as a part of culture because Culture refer to all aspects of human life, as they are determined or conditioned by membership in a society. The fact that people eat and drink is not in itself cultural, it is a biological necessity for the preservation of life. That they have particular foods they eat and desist from eating other foods, and that they eat and drink at a particular time of the day and in certain places are matters of culture [3, p. 1].

Language and culture are interconnected. A particular language will point out to a particular group of people. Using another language to communicate means that you are also interacting with the culture that speaks that language.

When you learn a new language, it does not only involve learning its alphabets, the word arrangement and the rules of grammar, but you have to also learn about the specific society's traditions, norms and social behaviour. It's impossible to understand a particular culture without accessing its language directly. When learning or teaching a language, it is important that the culture where the language belongs be referenced, because language is very much established in the culture [1].

Language is one of the most important part of any culture in the world. Language is the medium of communicating with one another, building relationships, and create a sense of community. There are more than 7000 spoken languages in the world today, and each is unique in a number of ways, and makes

the world a diverse and beautiful place [2]. Communication is the major essentials of any society, and language is a key tool to communicate/interact in the Society.

Through language and culture, we create and share with others our ways of doing things and ways of existence in the world. Language is a massive tool for the organization of particular realities, including a wide diversity of social relationships and social systems. Through language we are continually socialized, we build or resist authority, we worship, argue, and imagine. We can also name and give meaning to aspects of experience from particular perspectives. Language and culture are linked in the transmission of knowledge, in the construction of social life, and ideologies about language use and its relation to human behavior. Society. As language began to develop, different cultural communities put together collective understandings through sounds, these sounds and their implied meanings became visionary and language was formed. As people with different cultural backgrounds interact, one of the most difficult barriers they face is that of language.

References:

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‘ будь-якого суспільства, зокрема сучасного. Сьогодні у світі налічується понад 7000 різних мов. Мова є частиною культури, оскільки вона стосується всіх аспектів людського життя. Автор наголошує на тому, що мова є найскладнішою проблемою для людей з різним культурним походженням.

***Ключові слова:** мова, культура, суспільство, соціальна поведінка, звички.*

THE INFLUENCE OF LANGUAGE ON THE DEVELOPMENT AND PROTECTION OF CULTURE

Language and its key role in the establishment, development and preservation of culture are studied. In this work, the author identifies the relationship between language and culture and the extent to which they affect one's

identity, beliefs, values, behavior, social life, knowledge transfer, and so on. It is established that language is a tool of communication between people, it gives a sense of community and serves to build relationships that form a society. Communication is a basic prerequisite for any society, including modern. Today there are more than 7,000 different languages in the world. Language is part of culture because it affects all aspects of human life. The author emphasizes that language is the most difficult problem for people of different cultural backgrounds.

Keywords: *language, culture, society, social behavior, habits.*